

Branham's
No Better Guarantee Than Our Name

BEGINNING TODAY

WE Are Selling

Wool Suits 1-3 Off

Any \$40 Suit - -	\$26.75
Any 37.50 Suit - -	25.00
Any 35 Suit - -	23.50
Any 32.30 Suit - -	21.75
Any 30 Suit - -	20.00
Any 27.50 Suit - -	18.50
Any 25 Suit - -	16.75
Any 22.50 Suit - -	15.00
Any 20 Suit - -	13.50
Any 18 Suit - -	12.00
Any 15 Suit - -	10.00

Alterations Free

Millinery

At Reasonable Prices

Quality Is Remembered

Good things as a rule are not cheap and cheap things are seldom good, cheapness that has a semblance of economy today becomes a dead loss tomorrow. Economy can only be practiced through **QUALITY CHANNELS**.

REAL GENUINE 1916 SPRING LAMB

absolutely the first offered in Columbia, this season. Delicious—Tender—Appetizing.

BEEF

The choicest native corn-fed yearlings—such as never before sold outside of the larger cities. A trial will be convincing.

"BUY A WHOLE HAM"

Small Pig Hams. A mild sweet sugar cure 8-10, whole or half 22c

"CHOPPED VEAL"

For veal loaf cut from selected lean milk fed veal 22c

"BREAKFAST BACON"

A streak of lean and a streak of fat with lots of goodness between.

Whole or half piece 25c

Loughorn mild yellow full cream cheese 25c

Our adequate refrigerating facilities enable us to carry the most complete line of **QUALITY** products in the city.

Phone **Richards** MARKET 270
"The Best of Everything"

909 BROADWAY

Established nearly a quarter of a century

Richards
MARKET
"The Best of Everything"

S.G.A. NAMES MAY 19 AS SPRING GALA DAY

Tercentenary of Shakespeare
Will Figure in Co-eds'
Annual Fete.

LOAN FUND REPORTS

Aids 13 Women in Three
Years—\$186.23 Is Now
Available.

The Shakespeare Tercentenary will figure largely this spring both in the May Day stunt and in the women's play, given by the University women annually. Tentative plans, as announced at the recent mass meeting of the Women's Self-Government Association, are based on Shakespeare and the Elizabethan period.

The May Day stunt will be given May 19. While Missouri is not to be left out in the features of the entertainment, the crowning will be influenced in its procedure by the time of Shakespeare and will have several Elizabethan features. Dances will be given before the May queen as usual. This part of the program is in the charge of Miss Edith Caverly.

May Queen Election April 27.

The May queen, by the way, is to be voted on April 27, and candidates are expected to appear soon. Those desiring parts in the play must show their possibilities as early as Saturday and Monday. And the play—Shakespeare, of course—is "Midsummer Night's Dream."

Mrs. A. H. R. Fairchild is to have charge of the play. There will be twenty-one speaking parts, and, in addition, a group of fairies to dance before the king and queen, a group of lords and ladies to attend the duke and queen, and musicians for the orchestra.

Speeches of the characters are listed on the bulletin board in the women's parlors. The applicant is asked to learn three and appear, ready to read any other, between 9:30 and 12 o'clock Saturday morning or 2 and 6 o'clock Monday afternoon.

Miss Udell Heads Association.

Miss Gladys Udell was re-elected president of the association. Other officers are: Vice-president, Miss Vera Waltner; secretary, Miss Alberta Thornburg; treasurer, Miss Bess Colbert.

The report of the association's contribution to the loan fund maintained for University women was made by Miss Irma Gruner. A total of \$161.23 has been given to the fund by the association during the last three years and loans of \$380 made as follows: in 1913-14, one loan of \$75, made and paid back; 1914-15, eight loans, amounting to \$230, four paid; 1915-16, four loans, amounting to \$75, one paid. Altogether, thirteen women were helped. Of these women, about half have repaid their loans. Only \$172 remains unpaid, while a balance of \$186.23 in the treasury is available for loans now.

CLASSIFIED ADVERTISEMENTS

Half Cent a Word a Day, Phone 55.

ROOMS FOR RENT

For rent: Two furnished front rooms, upstairs, modern in every respect. Apply at number 2 College avenue or Phone 951 Green or 855. 174tf.

LOST AND FOUND

Lost: Between Y. M. C. A. and West Boulevard on Stewart Road Black Ladies' hand bag containing money. Phone 1385 Black. M-195.

Lost: A silver pocketbook between Guitars Shoe Store and 600 Rollins, somewhere along Ninth street, Conley, Maryland, or Rollins street. Reward. P-195.

Lost: New Schaeffer fountain pen, brown. Return to Missourian office. K-1f.

MISCELLANEOUS

Wanted: Experienced horseman wants to use first class saddle horse two or three times a week. If you have a good animal, write Z., care Missourian.

Need a few more college men next summer. Agricultural students or men from the country preferred. Will pay \$3 per day to those hired. Send applications giving phone number and address to box 64, City.—L190

Wanted.—A prize kodak negative. A first-class negative for reproduction for illustration is wanted of one of these subjects: Switzer Hall, The Old Columns, or the New Gateway.

Must have been taken when the foliage was on the vines and trees. Negative must be made with Kodak (Eastman Co.) material. Send with return address and price named to H. W. Smith, Switzer Hall. Will be returned to owner if unavailable. J-185-tf

Dancing lessons taught privately at 709 Hitt St. 75c per lesson. Phone 1125-White. 147tf

Notice.

I expect to go to Texas about the 15th of April for about two weeks on

business. If you would like to see me about home building before I go, call me and make an engagement. If you want a home, I can help you get it no matter how large or how small. J. A. Stewart, Exchange Bldg. S 192.

R. G. Harris of Centralia Very Low. R. G. Harris of Centralia, 72 years old, who has lived practically all his life in Boone County, is seriously ill and is not expected to live. He is the father of F. G. Harris of Columbia and is well known here. All of the children are at the bedside of the father.

The University of Chicago
HOME STUDY
in addition to resident work, offers also instruction by correspondence. For detailed information address U. of C. (Div. 1), Chicago, Ill.

Wall Paper and Paint

For Reasonable Rates and Best Workmanship, see CHAS. BRADY 612 Rogers St. Phone 932 Red

The Robt. Rogers Grocery

ON BROADWAY

It is a store of moderate prices and unfailing high quality. So the men or women with the least to spend, patronize us in perfect confidence that here they will get the highest return in true value for the amount they can afford.

SPECIALS FOR SATURDAY

Real Genuine Country Hams, lb.	22½c	Fancy Cranberries, Qt.	15c
Jno. Morrell's Small Sugar Cured Hams, None So Good,	25c	Fresh Cucumbers, Each	15c
Morrell's Lean Steamed Breakfast Bacon, Best Ever, lb.	35c	Long and Turnip Radishes, Price According to Size of Bunch.	4c
Dressed Hams at Market Price, lb.	22c	New Cabbage, Solid and Good, Per lb.	4c
Arkansas Strawberries, Qt. Boxes,	25c	Home Grown Rhubarb, Large Bunches, Per Bunch	10c
Leave your order to be filled Saturday. Fresh Tomatoes, Fancy, lb.	15c	Spring Onions, Are Ripe, Too, And We Will Have Plenty.	40c
Head and Leaf Lettuce, 5 and	10c	Sweet Florida Oranges, Doz. 35c to	20c
Virginia Sweet Potatoes, Pk.	50c	Large Fat Bananas, Doz.	20c
Green Peppers, Doz.	30c	Naval Oranges Are at Their Best Now, Per Doz. 30 to	50c
New Potatoes, 3 lbs.	25c	Lemons, Nice Smooth Ones, Per Doz.	20c

Richelieu Brand is the Sprague, Warner & Co. leading brand of canned goods and coffees. We have the Richelieu Agency for Columbia. Many here have tried it and we want more to do so. We have our new Master Coffee Mill in operation now; this mill is one of the wonders. It is made by Sprague, Warner & Co.'s factory for grinding their famous brand of Richelieu coffees. It grinds, powders and steel cuts the coffee any way you like and takes the poison chaff from it too.

Try Richelieu Coffee, 35c lb. for 30c.

Richelieu Teas, 60c lb.

ROBT. ROGERS

Sells Good Things to Eat

We are quitting the Piece Goods Business. Everything must go at less than wholesale cost on to-day's market.

---A word about our Suit and Dress Department.

We handle only well-known brands of dependable coats, suits and dresses; all carrying a two-year guarantee in linings. We marked these goods on a strictly cash

basis early in the season--on a very narrow margin of profit. Hence our inability to give large reductions on them.

We offer from now until Easter, our entire stock of coats, suits and dresses; silk and wool skirts; shirt waists, muslin underwear and petticoats at a discount of 10 per cent. While this discount may seem small, it must be borne in mind that our profits were lower to begin with.

We ask you to come in and compare these values with goods quoted elsewhere at greater reductions.

ROGERS' DRY GOODS

"The One Price Spot Cash Progressive Store"
818 Broadway

